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eCanada = eQuality of Life; Fast Forward to Canadian Prosperity

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**eCanada = eQuality of Life
Fast Forward to Canadian Prosperity**

**Speaking Notes for an Address by
Laurier (Larry) J. Boisvert
President and CEO
Telesat Canada**

at the

**17th Annual CATAAlliance Innovation and Leadership Awards Reception and Gala
Smart City Summit
April 23, 2002
Ottawa, Canada**



Good evening and welcome to Ottawa. I am pleased to be speaking at this Smart City Summit in our nation's capital.

My role here tonight is to welcome you to the CATA (Canadian Advanced Technology Association) Alliance annual awards dinner and to officially launch CATA's eCanada! campaign - a public education drive to push us to the next level of information and communications technology in this country: universal access to high-speed high-capacity multimedia services.

Canadians enjoy the best quality of life in the world.

we topped UN human development index eight times in the last 10 years.

when you add together relative wealth, health and education, there's no better place in the world to live.

But while Canadians have enjoyed an unprecedented standard of living for 25 years, it doesn't mean things will stay that way. We must act aggressively to maintain our quality of life.

At Telesat we're determined to play a leading role in the next rising wave of telecommunications. For example:

**Anik F2 launch next year with Ka-band capacity to delivering multimedia services
Pioneering work on high definition TV**

Why are we doing this? Sure, it's good for business because of the vast commercial potential of these services — but there's also a public interest goal.

Technology is about making life better — not just for some, but for as many people as possible.

Goals: learning more, working smarter, connecting and communicating, being healthy and happy, and living in comfort and safety

Information and communications are the drivers that can enable the next great leap in human welfare.

But to make it happen, we need leadership, technology, services and content — and we need to ensure it's accessible for all Canadians.



Canada has unique challenges of size and population density.

We've used technology to conquer the challenges of time and distance: rail and roads, telegraph and telephone, satellites and Internet. The result: a strong economy, a vibrant culture, and a nation with the best quality of life in the world.

To maintain that status we have to push ourselves to the next level.

We have to maintain our leading position at the edge of the very best in information and communication delivery.

Right now, the very best in information and communication delivery is the delivery of multimedia communications through broadband technology.

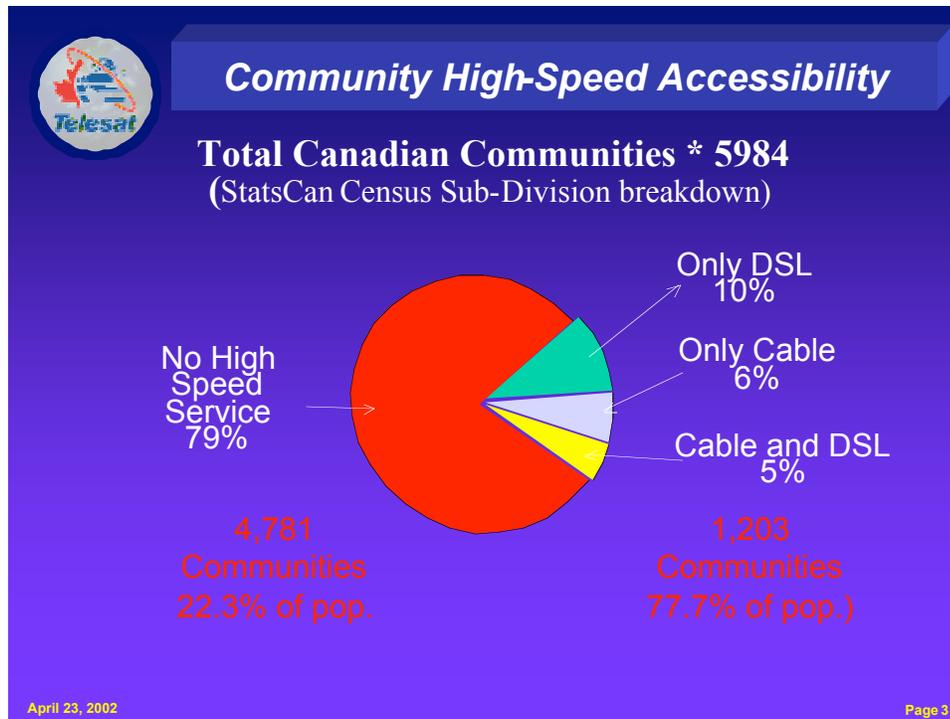
Telesat was pleased to participate in the National Task Force on Broadband, which delivered its report last summer.

The report talked about the growing "digital divide" in Canada - the gap between those who have access to the best in information and communications and those who don't. That should concern us all.

I'd like to emphasize the task force message that Canadians can't afford not to have the best communications connections possible.

Unfortunately, the federal government's commitment to this goal appears to have faltered. Its promise to make broadband technology available to homes and businesses in every community in Canada by 2004 has been scaled down to making broadband "widely available to Canadian communities" by 2005.

Whether we use the technical term "broadband" or CATA's more imaginative term "full-access communications," this technology is critical to Canada's future as a nation. Let me explain why.

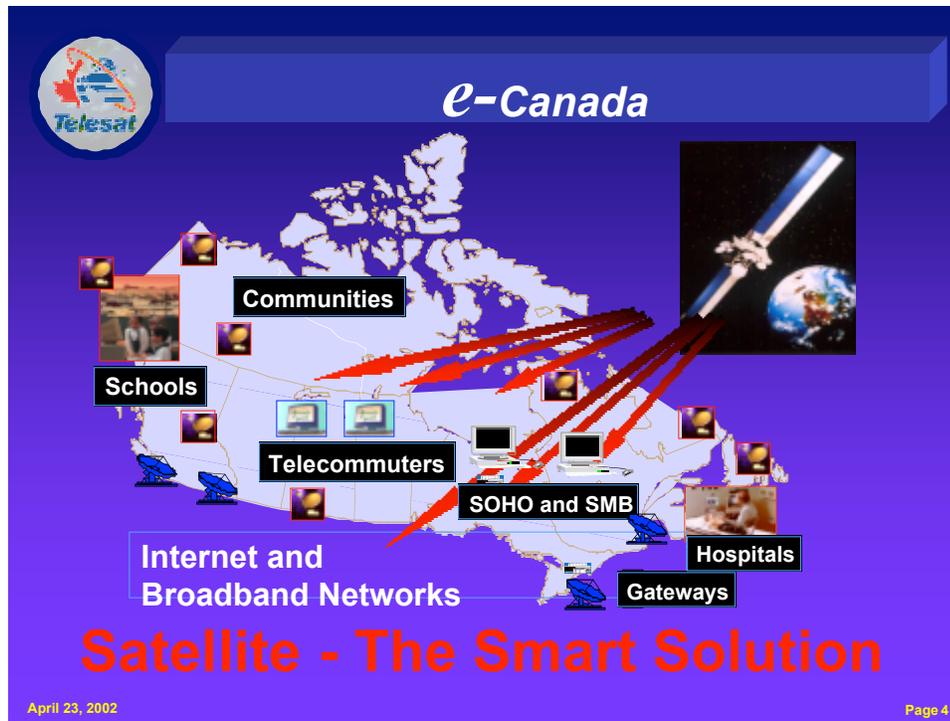


There are 6,000 communities in Canada. 4,700 of them — with 22% of the population — do not have full-access communications commercially available -- and are unlikely to, given the market realities.

We are not just talking about a smattering of far-flung remote communities. We're talking about small towns, rural municipalities, bedroom communities, and the populated suburban areas between major centres. Just about anywhere a half-hour drive from a major downtown. That's a lot of places, and a lot of people.

In the new knowledge-based economy, no country can afford to leave so much of its population by the way side. Quality of life is irrevocably tied up with equality of access. That's what eCanada is all about.

With that in mind, I'd like to touch on how this technology can affect the three main measures of human development: wealth, health and learning — and tell you about Telesat's activities in these areas.



30 years ago, Telesat helped pioneer broadcasting and telecommunications services to Canada's North with the launch of the Anik A1 satellite — the world's first commercial domestic communications satellite in geostationary orbit.

When we started out, the goal was modest by today's standards but mighty for the time: offering the CBC and voice telephone access to every community from coast to coast.

A decade later, we started using our satellites for data exchange — especially for business networks.

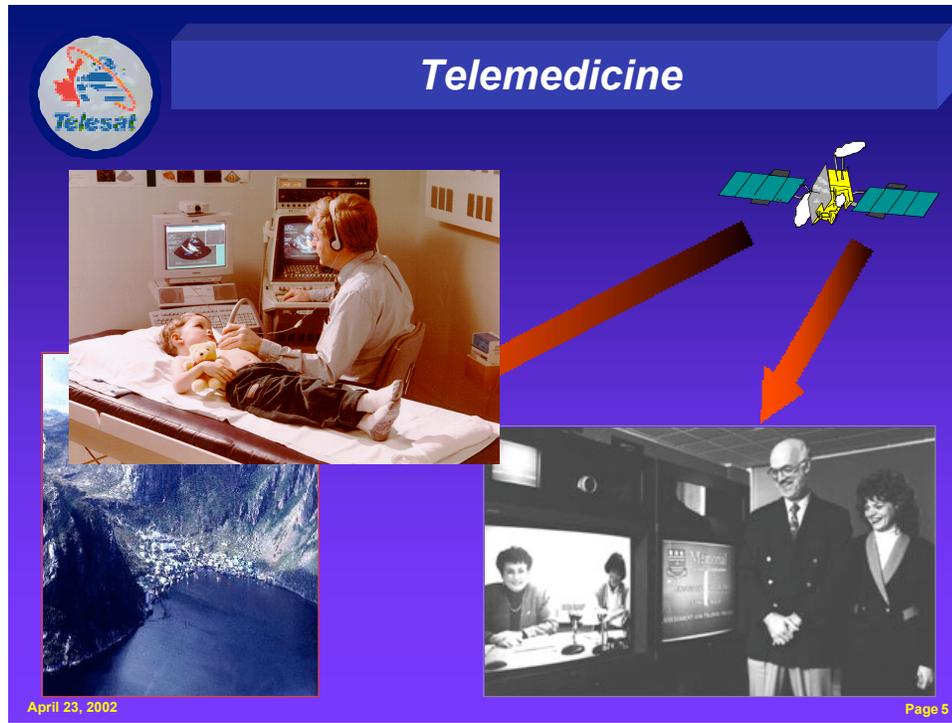
Today, satellites are again the key to the next great move forward. We're now at a point where communities need access to multimedia services to have a healthy, well-educated population and a strong economy.

Let's talk about wealth: More than 60% of Canada's productivity growth since 1995 - the year of the Internet -- has come from the information and communications sector.

Broadband services are critical if we are to continue this progress. Broadband links are especially exciting for small and medium-sized enterprises, the sparkplugs of our economy, and for businesses that have operations in remote communities.

With wireless links, there is no such thing as being off-net. Access can be available everywhere to everyone. Small businesses can get up and running easier by reaching out through communications links to global markets.

E-business is also critical to the development and diversification of disadvantaged regions. It means people and businesses will no longer have to move to the big city just to make a living. And it can preserve the rural communities that are so important to Canada.



Let's talk about health: Canadians view universal, accessible, quality health care as a national asset — with good reason. But current demands on it are great and will grow as the population ages and expectations around health increase.

I believe that we're missing something if we continue to have a national debate about access to health care in Canada without talking more about the opportunities of broadband.

At Telesat, we're helping to pioneer tele-health – the idea that a patient in one place can be examined and diagnosed by a health care professional in another place.

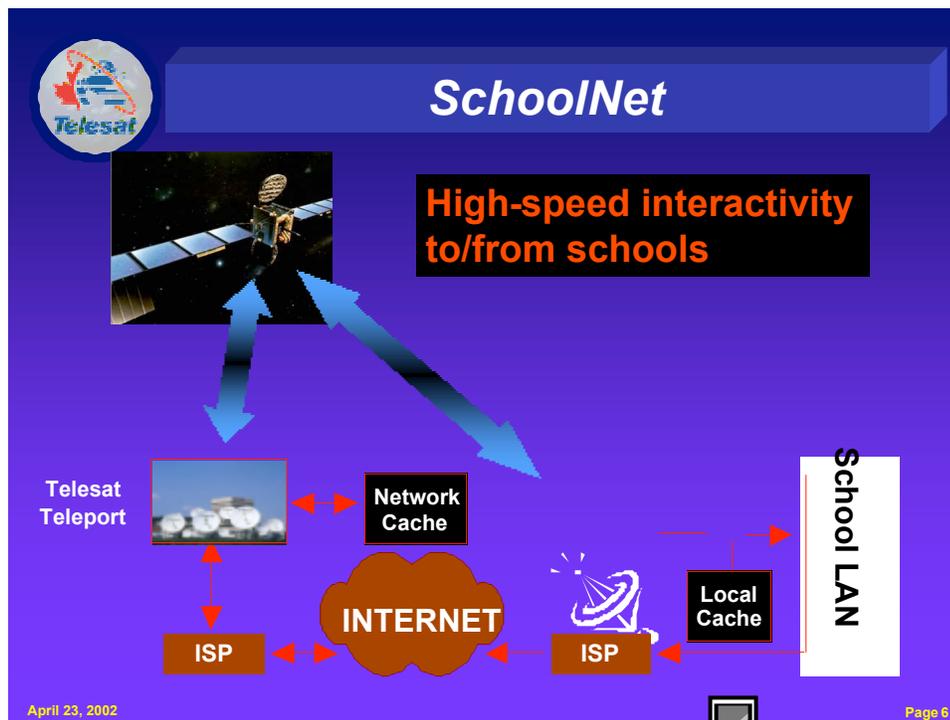
For example, through the pioneering efforts of Dr. Max Houes and Dr. Carl Robbins, a satellite linkup in Labrador allows a specialist to examine patients who would otherwise have to fly to St. Johns and Labrador.

In another demonstration project in which we are involved, a rural hospital in Ontario conducts telepsychiatry counselling sessions with London, Ontario psychiatric unit.

Telehealth isn't just for remote communities: it means any Canadian could be examined by any health expert in the country or, for that matter, the world -- without the time, costs and stress of unnecessary travel.

Full-access links can also go a long way toward effective home care, which is usually more cost-effective than a hospital stay and better for the patient.

eHealth also creates an enriched capacity to share information by connecting the many players in the health sector, allowing the coordination of health records, and facilitating the education of both professionals and the public.



Let's talk about learning: We all know that brain power and skills are the key resources in the new economy.

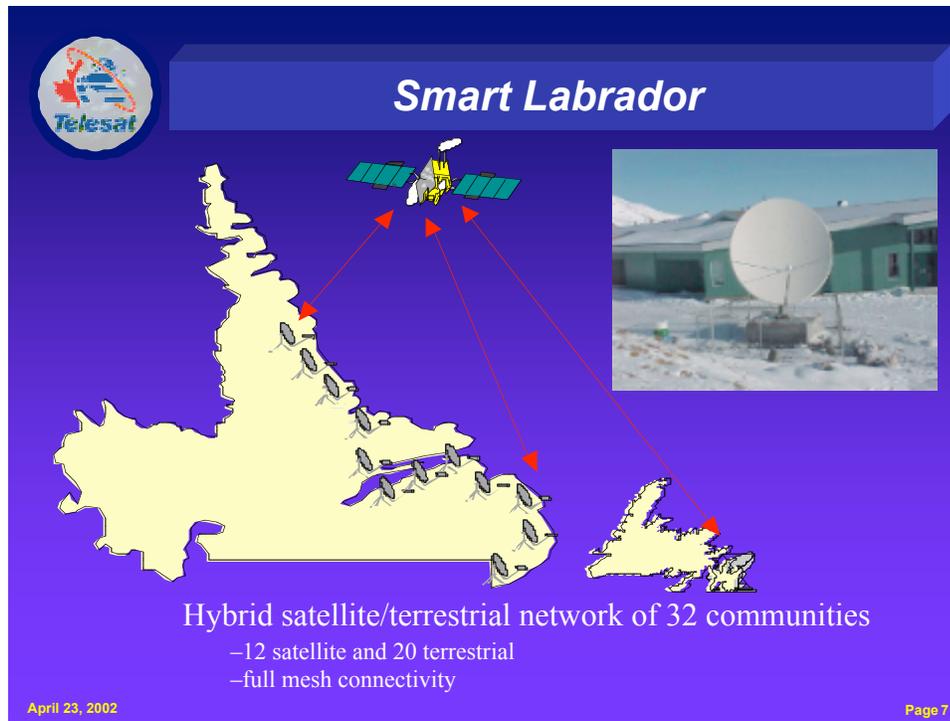
In the 21st century, we can use broadband networks to learn, teach, study and solve problems. Full-access communications delivers the complex, rich information and fast connection needed to bring learning to all Canadians — no matter where they live.

Telesat is a proud partner in the SchoolNet program, which was established to make Canada the first country in the world to connect all its public schools and libraries to the Internet.

We did this by using all means and technologies – roughly 10% of the schools use satellite for Internet today. That's like getting everybody in the classroom. Going to the next level, with full-access links available to all, is like getting everybody in the advanced class: and that's to all our advantage.

Now, it's time to take this achievement to the next level. Imagine a virtual classroom where we all have access to expert-rich content and curriculum; flexibility and convenience; continuous assessment, real-time feedback; multimedia simulations, rich case studies and threaded discussions.

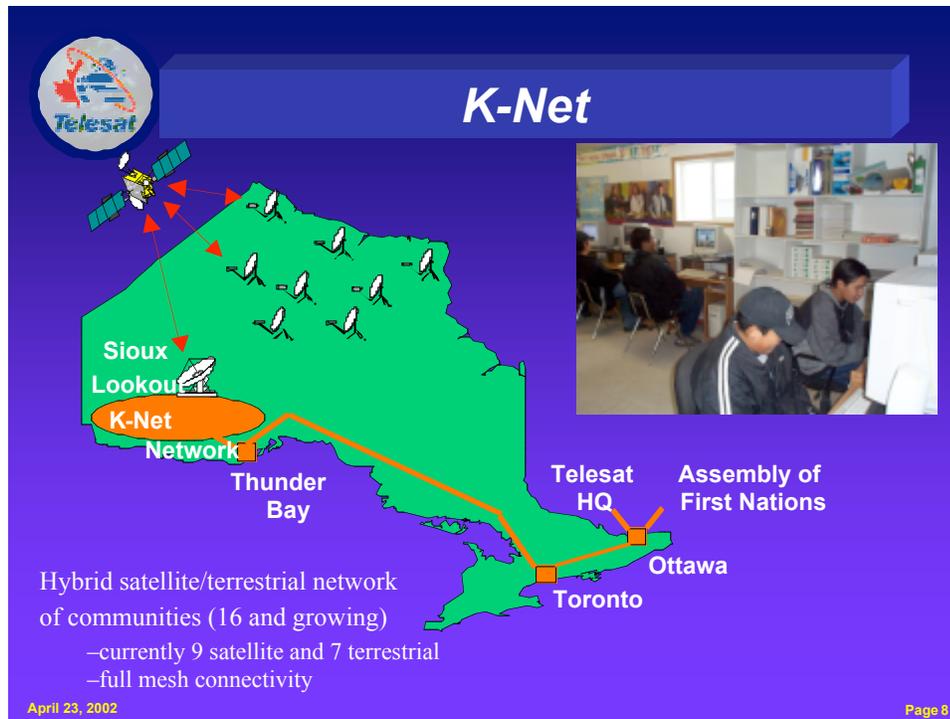
The possibilities really are limitless. This can be available to anyone anywhere in Canada -- and without the huge capital outlay for school buildings and ongoing operating costs. E-learning has enormous potential to remove the barriers between the haves and have-nots in Canadian society.



Before I close I want to show you how it can all come together — as Telesat satellites bring the benefits of broadband to advance wealth, health and learning in Canadian communities.

Two projects are unfolding in Labrador and Northern Ontario that highlight the benefits of ensuring that communities are connected and on-line.

Smart Labrador, championed by Sheila Downer, is a program that has linked 32 remote communities – many without road access – enabling telemedicine, telejustice, teleeducation and electronic commerce opportunities that were never dreamed of.



In Northern Ontario, our work on the K-Net project is linking eight remote native communities with high-speed broadband satellite facilities.

Imagine the impact in Fort Severn, one of the northernmost parts in Ontario, where most of the facilities in town now have high-speed access to the outside world.

This dream of Brian Beaton will help keep children in their home communities. It will create new opportunities for commerce and development. And it will give people access to many of the things that we take for granted in urban Canada.



As the Broadband Taskforce concluded: "We believe, as a matter of urgency, that all Canadians should have access to broadband network services so that they can live and prosper in any part of the land and have access to high levels of education, health, cultural and economic opportunities."

So, in closing let me ask, how do we get there? How do we get to the next level? Well, we all have to do our bit. And that's what the E-canada campaign is all about pushing for progress and prosperity.

Business and organizations have to develop and deliver the content, the applications and the technology.

Consumers must know more about the services — and the potential — so that we create a demand.

The government has to be a model user, promote a positive regulatory and business environment, and take a leadership role in making full-access communications affordable and accessible to places and people in Canada where it may not be commercially viable to extend service.

Canada's strategy for the new economy should be to establish a "virtuous circle" between the generation of health, wealth and learning — a circle that encompasses all Canadians — no matter where they live, and no matter what they earn.

Again, I'll quote the task force: "Using broadband to help bridge the economic and social gaps that currently separate Canadian communities is more than a policy imperative - it is a new, national dream that could bring immense benefits to all Canadians, if we have the courage to live the dream."

CATAAlliance is acting on that dream with its eCanada campaign. I urge you to get involved. Check out their web site at www.cata.ca and see how you can help keep Canada the best country in the world in which to live.

Thank you

Canadian Advanced Technology Association reference:

<http://www.cata.ca/>

Broadband Task Force reference:

http://broadband.gc.ca/broadband-document/english/table_content.htm